

BROOKLYN ADVERTISEMENT.

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Gift Boxes of Stationery

12½c to \$8.25 : Were 25c to \$16.50

Because of Slight Holiday Damage

THERE are many styles, sizes and combinations of Boxes and Cabinets, some containing Writing Paper and Envelopes, others containing Writing Paper, Correspondence Cards and Envelopes, and others Correspondence Cards and Envelopes only.

None sent C. O. D. No mail or telephone orders filled.
Loeser's—Main Floor.

Fulton Street
Bond Street

Frederick Loeser & Co., Inc.
BROOKLYN—NEW YORK
Business Hours 9 to 5:30

Livingston St.
Elm Place

Store Closed Tomorrow.

This News for Tuesday.

Handkerchief Clearaway

5c. to 50c. for 10c. to \$1 Kinds

Wide Choice for Men and Women

THE ONCE-A-YEAR chance which many thrifty people always look for to reinforce their own reserve stocks. There are large quantities of Handkerchiefs in this sale, but not many of any one style. That just means, however, that every one can choose a varied assortment and save a full half or even more in so doing. Some of the Handkerchiefs will need laundering, too, before they can be used.

Loeser's—Main Floor.

Winter Sale of Knit Underwear and Hosiery

Vast New Stocks—Great Price Savings

WE CANNOT REMEMBER ever announcing an after-Christmas Sale of Hosiery and Underwear with such an array of underprice offerings. We have been getting ready for this sale for a long time—buying huge quantities here and there of fine, desirable merchandise that could be secured advantageously, as well as arranging for price reductions on certain of our own regular goods.

Men's Union Suits

\$6.50 to \$7.50 Union Suits, \$4.98

Superior quality pure wool; also silk and wool suits in the natural gray color.

\$5 and \$5.50 Union Suits, \$3.98

Extra quality gray winter weight wool and cotton mixed Suits.

\$4.50 Union Suits, \$2.98

Wool and cotton mixed Suits of fine quality in the natural gray color.

\$1.75 to \$3 Union Suits, \$1.39

Winter weight gray cotton Suits in all sizes; also medium weight gray cotton and wool mixed Suits in an incomplete range of sizes.

\$1.50 Union Suits, 89c

Extra quality cotton Suits in the ecru color, in a medium winter weight. Broken sizes.

Men's Shirts and Drawers

\$2.50 and \$3 Shirts and Drawers, \$1.98

Winter weight gray pure wool Shirts and Drawers; also very fine gray medium weight, gray worsted finished wool and cotton mixture.

\$1.75 Shirts and Drawers, \$1.39

Natural gray medium weight worsted finished cotton and wool mixture Shirts and Drawers.

\$1.50 to \$2.75 Shirts and Drawers, \$1.19

Winter weight gray cotton and wool mixed Shirts and Drawers; also gray medium weight wool and cotton mixture. And double breasted Shirts in large sizes only.

\$1 Shirts and Drawers, 59c

Medium weight natural gray cotton and wool mixture.

Extra Values in Women's Underwear

\$1.75 Glovesilk Vests for \$1.39

Glovesilk Vests with tailored band tops. In pink only.

\$2.50 Glovesilk Vests for \$2.29

Fine quality glovesilk Vests with hemstitched bodice tops in flesh color.

50c. Cotton Vests, 39c

Swiss ribbed cotton Vests with band tops; also bodice tops with tape over shoulders; regular and extra sizes.

75c. Vests and Drawers, 59c

Medium weight cotton Vests and knee length Drawers; also cotton Bloomers in white and pink.

\$1 Vests and Drawers, 69c

Medium weight cotton Vests with soft fleecing, ankle length Drawers to match; regular and extra sizes.

Women's \$1 to \$3 Black Tights, 69c

A most extraordinary clearance value. Of cotton and cotton and wool; in regular and extra sizes. The majority of these Tights are of the higher valuations.

Women's 75c. Combination Suits, 49c

Light weight cotton Combination Suits, low neck, sleeveless, knee length; regular and extra sizes.

Women's \$1 and \$1.25 Combination Suits, 89c

Medium weight cotton Combination Suits, low neck, sleeveless, knee length; also high neck, long sleeves, ankle length; regular and extra sizes.

Loeser's—Second Floor, Women's
Loeser's—Main Floor for all other Merchandise.

Loeser's Thirty-first Annual Sale of Needlework, Laces, Stamped Linens

At Price Savings of 25% to 50%

THESE Loeser Sales of Art Needlework, Decorative Laces and Fine Linens have grown greater each succeeding year on their ability to serve better.

In this event, which will start next Tuesday, we offer the accomplishments of thirty years of experience, presenting one of the finest collections of Madeira Linen, Italian Cut Work, Mosaic Drawnwork, Filet Laces, Cluny Laces, Embroidered Model Pieces, White Irish, Cream Color Belgium and Oyster Stamped Linens at price reductions ranging from 25 to 50 per cent, under the usual for pieces of equal beauty and quality. The entire Needlework Store, as well as many special tables, will be given over to the manifold offerings of this event. And it is needless for us to prompt the thousands of women who are acquainted with these sales to come early.

Beautiful Needlework at 98c. to \$1.39

Instead of the Usual \$2 to \$250

A very choice lot ranging from the smallest Doilies to the elaborate Dinner Cloths, 90 inches in diameter.

Including Filet, Italian Cut-work combined with motifs and edged with Filet, Spanish Lace pieces, French Embroidered Cluny pieces, Mosaic Drawn Linens, Porto Rican Drawnwork, Moravian Embroidered Hemstitched Linens and others.

Madeira Embroideries on Fine Irish Linen

Ovals, 6x12 inches; values \$1 to \$2; sale prices, 69c. to \$1.39.

Ovals, 10x14 inches; values \$1.50 to \$2.69; sale prices, 89c. to \$1.89.

Ovals, 12x18 inches; values \$2 to \$4.75; sale prices, 98c. to \$2.98.

Oblongs, 12x18 inches; values \$2 to \$2.98; sale prices, \$1.19 to \$1.98.

Ovals, 14x20 inches; values \$2 to \$2.50; sale prices, \$1.29 to \$1.49.

Centerpieces, 24 inches in diameter, choice of eight designs; values \$3.75 to \$4.98; sale prices, \$2.89 and \$2.98.

Scarfs, 18x52 inches, choice of four designs; values \$4.98 to \$6.98; sale price, \$3.69.

Luncheon Cloths, 54 inches in diameter, choice of four designs; values \$15; sale price, \$9.98.

Luncheon Cloths, 72 inches in diameter, choice of five designs, on extra quality Irish Linen; values \$26.50 to \$38; sale prices, \$19.98 to \$29.50.

Embroidered Model Pieces

\$2 to \$48 Values, \$1 to \$24 Each

One of the feature attractions of these sales for years has been the sale of these Embroidered Model Pieces for fifty per cent under the regular prices.

All are pieces which have served as samples and models in our own stocks, and the variety includes:

Infants' and Children's Dresses.

Infants' and Children's Bibs.

Women's Nightgowns, Combinations, Pajamas, Negligees and Boudoir Caps.

Women's and Children's Aprons.

Glass Towels and Huck Towels.

Pillowcases, Card Table Covers, Tea Sets, Bedspreads, Centerpieces, Scarfs, etc.

Stamped Linens for Embroidering

Thousands of yards of fine Linen, purchased to advantage, and stamped in the Loeser workrooms, are offered in this attraction at most advantageous prices.

Loeser's—Second Floor.

Annual Clearance of Highest Grade Winter Apparel

Suits, Coats, Wraps, Dresses : Today's Best Fashions

¼, ⅓, ½ Under Loeser Low Prices

TUESDAY, for thousands now waiting, brings the greatest opportunity of the year; for then begins the radical downward price revision of ready-to-wear apparel; thus giving an opportunity to double the value of the dollars that came as Christmas gifts—and to choose from the best garments ever in a reduction sale.

The great amounts cut from the current prices of these handsome garments will stir quick and general enthusiasm, for every garment is so advanced in style that it is today worth every cent of the original price. Below is a fairly representative memorandum of the savings this event brings.

52 Women's Gowns

For Dinner, Reception and Evening Wear

No.	Size 34 to 44 inches	Were	Now
1	Evening Gown, gold and purple brocade, size 36	\$195	\$155
1	Evening Gown, white chiffon velvet, garniture of pearl and silver embroidery, ermine tails; size 40	\$195	\$145
1	Dinner Gown, gray chiffon, embroidered in silver and blue; size 42	\$195	\$135
1	Evening Gown, black chiffon velvet, jet garniture; size 44	\$185	\$135
1	Dinner Gown, silver brocade, rhinestones; size 38	\$175	\$135
1	Reception Gown, white chiffon beaded in crystal; size 40	\$175	\$135
1	Dinner Gown, jade velvet chiffon, beaded all over; size 38	\$165	\$125
1	Reception Gown, sapphire blue chenille velvet; size 42	\$150	\$125
1	Dinner Gown, lace and silver, jet garniture; size 38	\$150	\$115
1	Reception Gown, pink chiffon; size 38	\$145	\$115
2	Dinner Gowns, 1 black, 1 sapphire, beaded; sizes 38 and 40	\$135	\$115
2	Dinner Gowns, carnal crepe, all-over bronze beads; size 38	\$135	\$115
2	Dinner Gowns, black, jet trimmed; sizes 38 and 44	\$135	\$95
1	Dinner Gown, black, sapphire; size 36 and 40	\$135	\$95
1	Dinner Gown, sapphire paillettes on black; size 38	\$118	\$95
1	Reception Gown, carnal brocade chiffon; size 38	\$118	\$95
1	Dinner Gown, sapphire blue, beaded; size 36	\$115	\$69.50
2	Reception Gowns, velvet; 1 white, 1 coral; size 36	\$115	\$65
2	Dinner Gowns, white crepe, beaded; size 38	\$165	\$85
3	Reception Gowns, velvet, in colors; size 38-40	\$98.50	\$65
3	Dinner Gowns, white, orchid, sapphire, beaded, PICTURED	\$95	\$45
2	Dinner Gowns, velvet, Black, jade; size 40	\$85	\$65
2	Dinner Gowns, chenille, velvet, black, jade, silver bodice	\$85	\$55
2	Evening Gowns, chiffon, American beauty, orchid, beaded all over with crystal; sizes 36, 38	\$89.50	\$55
3	Evening Gowns, black, jet trimmed; sizes 38 and 44	\$89.50	\$55
3	Evening Gowns, black, sapphire; sizes 36 and 40	\$85	\$55
3	Evening Gowns, white, black, sapphire paillettes	\$59.50	\$45
5	Dinner Gowns, Georgette, in colors, beaded	\$59.50	\$45
2	Reception Gowns, crepe, orchid, maize, embroidered	\$115	\$65

Loeser's—Fifth Floor.

115 Winter Coats : With Fur and Without

For Girls 6 to 16 Years

No.	Size 6 to 14 years	Were	Now
4	Coats, sports mixtures (blue and deer); sizes 6-8	\$16.75	\$10.75
28	Coats, sports ulster type, full lined, deer color, 6 to 14 years, PICTURED	\$19.75	\$11.75
5	Coats, chinchilla, navy, flannel lined	\$16.75	\$12.75
6	Coats, plaid-back fabrics, brown, beaverette collar	\$16.75	\$11.75
3	Coats, velours, deer color, full lined, sizes 14-16	\$18.75	\$13.75
18	Coats, bolivia, fur collar, sizes 6 to 12 years	\$19.75	\$15.75
9	Coats, plaid-back mixtures, grey, 12-16 years	\$25.00	\$16.75
7	Coats, loose-back styles, bolivia, full lined	\$22.50	\$16.75
9	Coats, plaid-back chinchilla, reindeer collar	\$25.00	\$18.75
2	Coats, wine color, nutria collars, size 12-14 years	\$25.00	\$18.75
12	Coats, velours, reindeer, brown, nutria collars	\$25.00	\$19.75
3	Coats, brown, Australian opossum collars; size 12	\$29.75	\$22.50
6	Coats, bolivia, navy, wine, cape style, PICTURED	\$37.50	\$25.00
3	Coats, one of a kind, squirrel collars	\$59.50	\$39.50

Loeser's—Second Floor.

375 Women's Dresses

For Street and Afternoon

No.	Size 34 to 46	Were	Now
3	Dresses, wool knit, gray, green, brown	\$29.75	\$15
45	Dresses, navy two piece, odd lots of silk	\$25	\$15
30	Dresses, Canton silk crepe, white	\$39.50	\$15
85	Dresses, Canton, Georgette and flat crepes, blacks, navy, browns, two or three of a kind	\$49.50	\$29.75
72	Dresses, Pointe twills, chiefly navy, one to three of a kind	\$45	\$25
7	Dresses, Canton crepes, PICTURED	\$69.50	\$29.75
1	Dress, cape effect, eponge, rust; size 34	\$49.75	\$29.75
65	Dresses, Georgette and Canton crepe, browns, navy, black; two or more of a kind; dressy	\$45	\$25
1	Dress, imported, gray and navy, fiber silk knit	\$135	\$45
2	Dresses, imported, tailored, twills, navy	\$110	\$45
1	Dress, imported, navy, richly embroidered in blue	\$195	\$65
5	Dresses, navy twills, military effect in embroidery	\$59.50	\$45
23	Dresses, Pointe twills, tailored navy, brown; one or two of a kind; 34 to 40	\$59.50	\$45
2	Dresses, twill cord, embroidered	\$98.50	\$65
2	Dresses, navy twill, tailored, silk braided	\$89.50	\$65
9	Dresses, one of a style, silks, navy, black, browns	\$89.50	\$55
2	Dresses, chiffon velvet, browns	\$135	\$89.50
3	Dresses, chiffon velvet, jade, tangerine, beaded	\$98.50	\$65
6	Dresses, large sizes, silks, browns, dressy	\$105	\$69.50
1	Dress, Canton crepe, black; size 40; PICTURED	\$105	\$69.50
6	Dresses, Canton crepe, dressy; one of a kind	\$89.50	\$65

Loeser's—Fifth Floor.

Misses' \$25 and \$35 Suits

\$12.75

Duvet de laine, navy, brown, deer; one or two of a style; sizes 14, 16, 18 years and for small women. Plain tailored, very smart and youthful. The lowest in price yet quoted.

Loeser's—Second Floor.

Cloth Dresses for Girls, 6 to 14

Reduced to \$3.95 and \$6.95

Formerly \$6.95 to \$9.75

100 of these Dresses are of serges, twills and jerseys; colors in the lot are navy, brown, Copenhagen, and are only \$3.95.

Loeser's—Second Floor.